

METHOD AND APPARATUS FOR ADJUSTING  
QUALITY OF A DISPLAYED IMAGE

ABSTRACT OF THE DISCLOSURE

Specific image quality adjustment of an image is performed according to a setting  
made by a user, and contrast compensation is performed such that a brightness is kept  
unchanged at the center of a specific color region larger than a predetermined size, regardless  
of the setting of the image quality adjustment. The image quality adjustment is performed by  
selecting one of a plurality of filters with different frequency characteristics according to the  
setting of the image quality adjustment, and then performing filter processing on the image  
by using the selected filter. The contrast compensation is performed upon the image that has  
undergone the filter processing, by using a contrast compensation value related to the  
selected filter.